

picture.

3. (Amended) The television system of claim 2, in which the informational messages relate to the content of the television picture from the recovered television signal.

REMARKS

The claimed invention and, in particular, Claim 1, relates to a system which simultaneously displays a currently broadcast television program simultaneously with an informational message and an advertising message. Further, Claim 2 is further limited to a system in which the informational and advertising messages that are displayed simultaneously with the television picture cover at least a portion of the television picture. None of the references cited by the Examiner, Lawler, Rowe or Alten, disclose such a system.

In particular, Rowe and Lawler disclosed an electronic program guide that includes a preview window that can display one of a scaled version of the on-going program, a video clip or still image of the program or the logo for the channel on which the program is available. See, e.g., Lawler, col. 10, lines 42-49. Only one of these types of information can be displayed at a time and applicant does not see where these patents disclose the display of an advertising message simultaneously with the preview window. Neither Rowe or Lawler are relied upon by the Examiner with respect to Claims 2-10.


With respect to the Alten reference, the Examiner cites to FIG. 7a. FIG. 7a depicts a guide screen that includes a video promotion window and an associated text window where the video window may display a movie clip for an upcoming pay-for-view movie while the text window may contain schedule, price, and ordering information for the movie. See, e.g., Alten, col. 9, lines 53-67. However, FIG. 7a does not include any display of the television picture from a currently broadcast television signal. With respect to Claim 2, the Examiner states that the claimed pop-up areas are inherent in FIG. 7a of Alten. Applicant respectfully disagrees to the extent that the display in FIG. 7a is a completely different screen than screens such as those disclosed in FIG. 5a and 5b, and thus the video promo window and promo text windows do not pop up in the screens of FIG. 5a, et al., but are rather separate display screens. In any case,

Claim 2 has been clarified to indicate that the pop up areas cover at least a portion of the television picture. First, the areas cited by the Examiner in FIG. 7a do not cover any other material, and specifically do not cover a portion of the television from a currently broadcast television signal. The Examiner also stated that Claims 3-10 do not satisfy the requirements of PCT Article 33(2). However, in view of the clarifications to Claims 1 and 2, the connection of the various limitations to the system are different than how the claims were interpreted by the Examiner in the written opinion and thus it is respectfully submitted that the rejections are not applicable.

Accordingly, for the above reasons, reconsideration of the findings of lack of novelty under PCT Article 33(2) in the written opinion dated October 13, 1999 is respectfully requested. It is also submitted that the claims as amended also include inventive steps.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By 
Wesley W. Monroe
Reg. No. 39,778
626/795-9900

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